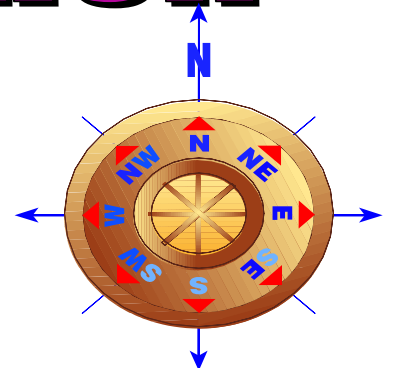
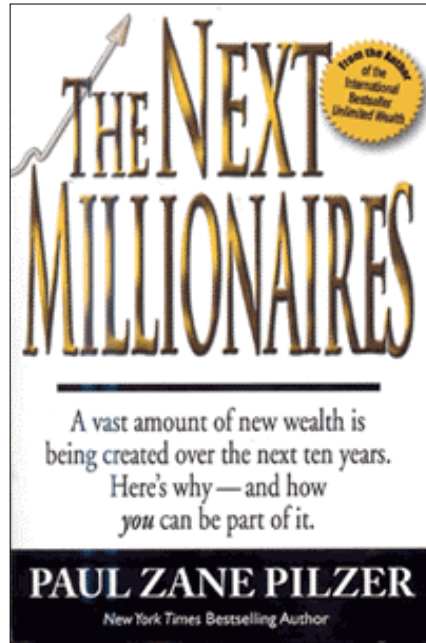


# ENTREPRENEURS

**Help Yourself  
By Building  
A Strengths  
Based Organization**







## Age of the Entrepreneur

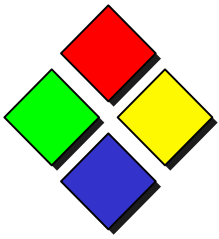
### USA

❖ Home Businesses Fastest Growing Segment

### WORLD

❖ From Physical Distribution To The Distribution of Information To Educate Consumers





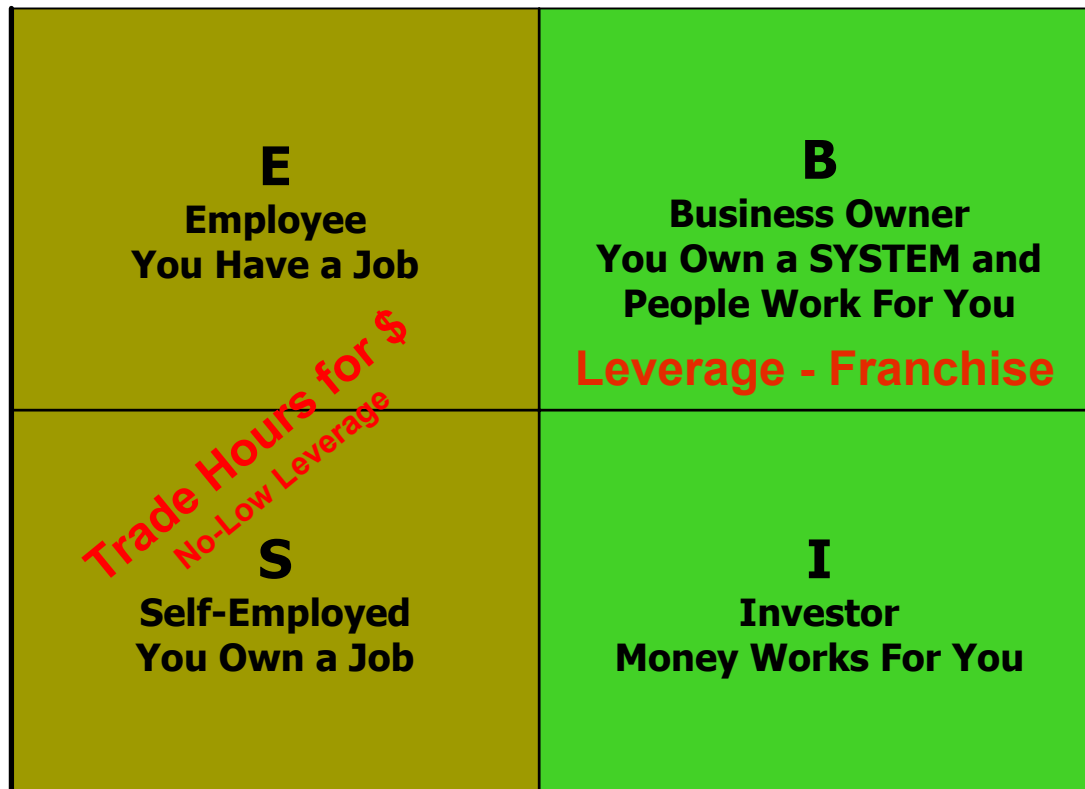
# Robert Kiyosaki's

(Rich Dad Poor Dad)

## 4 - Quadrant Model For Real Wealth

Linear / Active Income

Residual / Passive Income







# Building a Strengths-Based Organization

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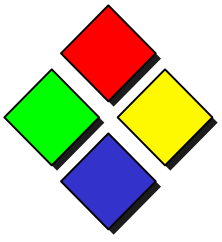
**Key Point: It's Always About People**

**Capitalize on Strengths and Manage Around Weaknesses**

➤ Since each person's talents are enduring, spend the time and money **selecting people properly in the first place.**

**HIRE SLOW, FIRE FAST**





# Building a Strengths-Based Organization

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**"Eight of ten employees never have the chance to reveal themselves. They suffer for it, their organization suffers, and their customers suffer."**

Marcus Buckingham – [Now Discover Your Strengths](#)





# Building a Strengths-Based Organization

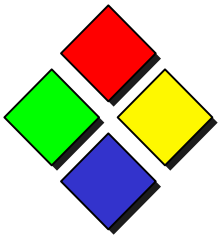
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## Key Point:

**The Greatest Opportunity For Each Person's Growth Is In The Areas Of Their Greatest Strength**

➤ Focus training time and money on educating people about their strengths and finding ways to **build on those strengths**, rather than trying to plug skill gaps





## **Actual Lines from Resumes**

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- **I have recently sold my home and I now live in a large RV so I will be able to relocate quickly.**
- **Reason for leaving: They stopped paying me.**





# Building a Strengths-Based Organization

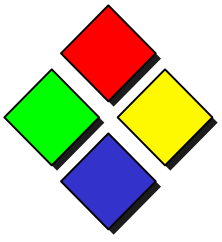
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**Make a list of the things you  
don't do well.**

**NOW**

**Make a list of the things you  
do well.**





# Building a Strengths Based Organization

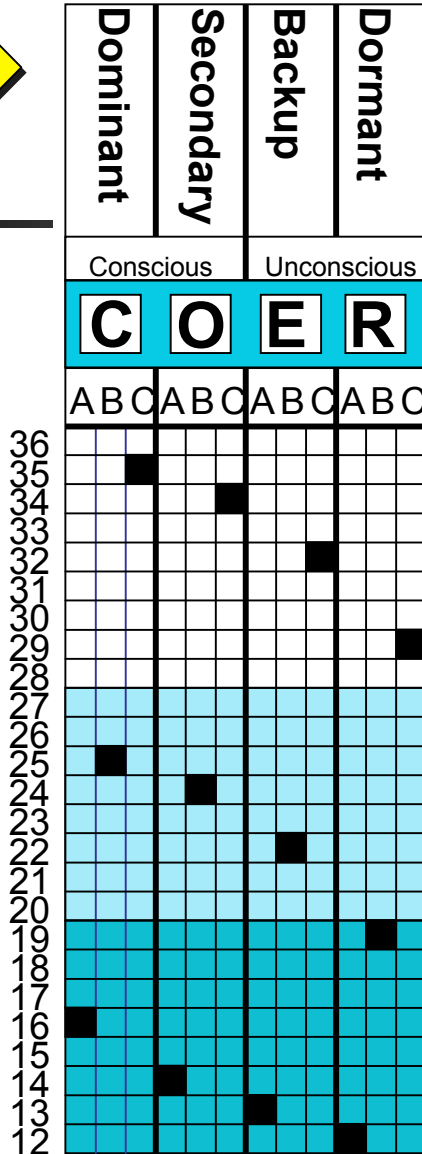
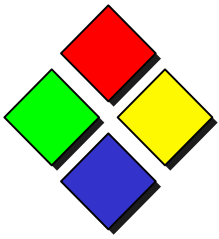
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## Requirements:

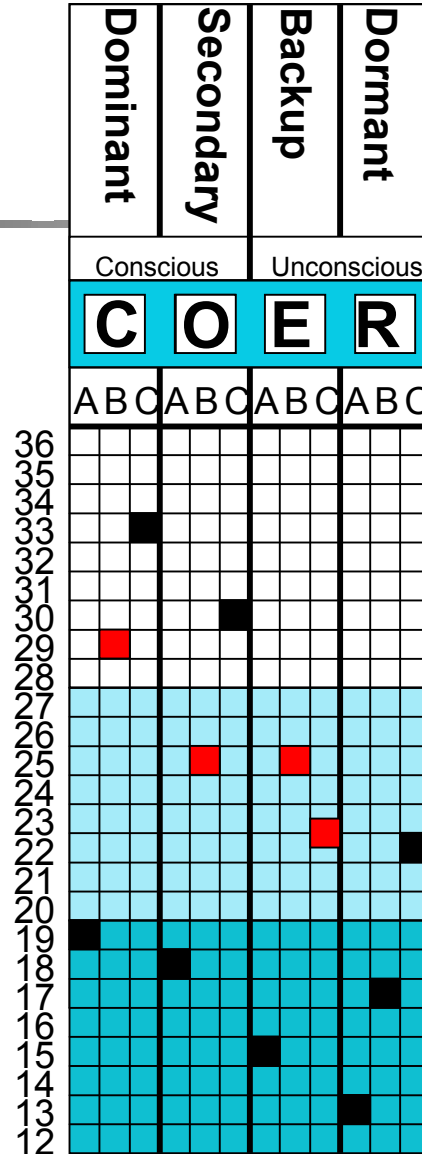
- Strengths-based selection system
  - Build around instruments for measuring strengths**
  - Calibrate by studying best performers in key roles
  - Teach strengths based language**

**CORE MAP ASSESSMENT**

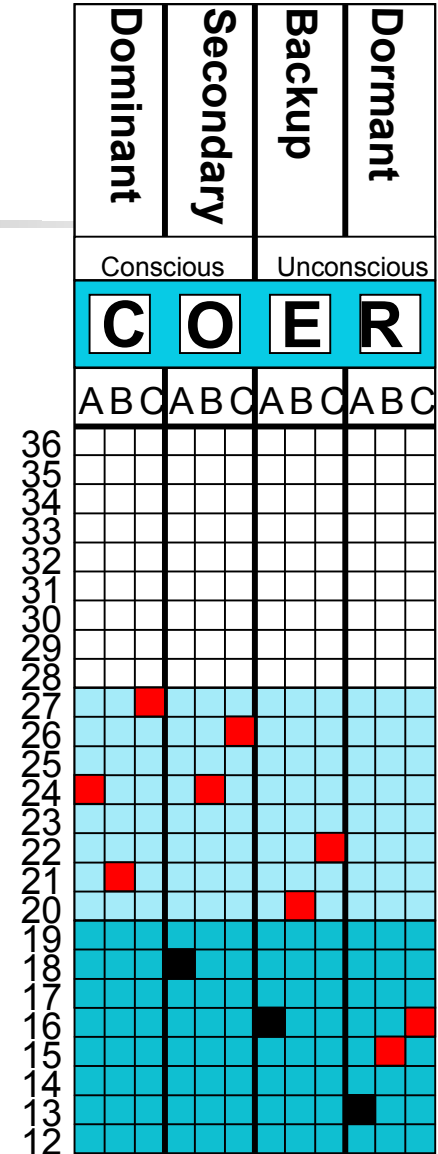




**Well developed, patient,  
good coping skills**

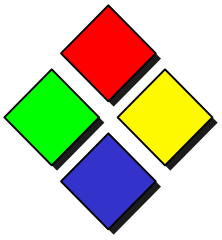


**Moderately developed, reactionary,  
coping skills need improvement**



**Undeveloped, reactionary,  
overall development needed**





# Building a Strengths Based Organization

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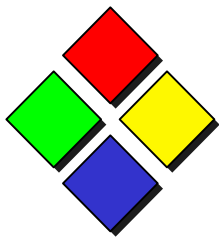
## Requirements:

- Strengths-based performance management system
  - Study the links between measured talent/strengths and subsequent performance

## CORE MAP BENCHMARK REPORTS

- Strengths-based career development system
  - Don't promote people into roles that don't fit their strengths





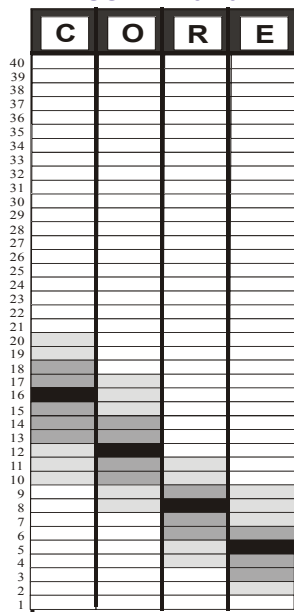
# Creating Benchmarks



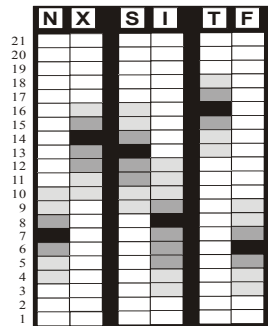
## CORE Multidimensional Awareness Profile Benchmark Report

Applicant Name: J. W. Smith Position: Technical Sales Date: 11/05/00

CORE Profile 1

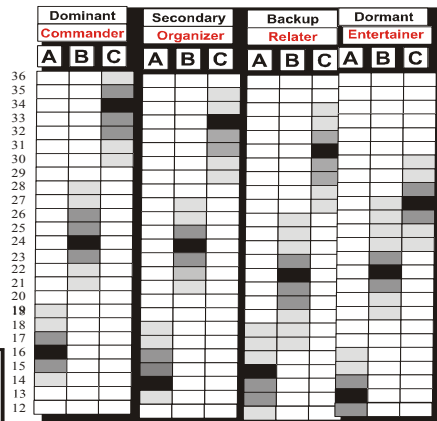


CORE Profile 2



Profiles 1 and 2 were congruent, which means that the profiler's self-perception is congruent with the way he/she is functioning.

CORE Profile 3



### Legend

**Part 1 Graph:**  
C - Commander  
O - Organizer  
R - Relater  
E - Entertainer

**Part 2 Graph:**  
N - Introversion  
X - Extroversion  
S - Sensing  
I - Intuition  
T - Thinking  
F - Feeling

**Part 3 Graph:**  
A - Negative Traits  
B - Mid-zone Traits  
C - Positive Traits

### Shading

Entire Range  
Majority  
Applicant

100%  
Match

Statistics: 100% Benchmark match

Position: Technical Sales

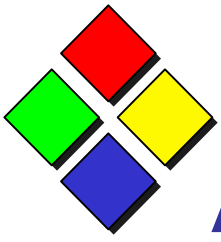
### Benchmark Results:

**Profile 1** - Commander Dominant, Organizer Secondary, Relater Backup, and Entertainer Dormant

**Profile 2** - Extroverted, Thinking, Sensing

**Profile 3** - Commander, Organizer and Relater traits are well developed and not reactionary. Entertainer is fairly well developed for a backup style. People with this pattern generally have a high degree of emotional intelligence (or maturity). They tend to be self-directed, self-disciplined, patient with processes and with people, and are among the top ten percent of high achievers. Those with this profile tend to excel in technical sales.



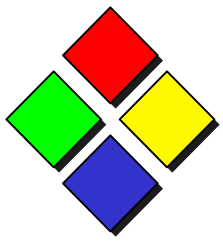


## Actual Lines from Resumes

---

- **Excellent memory; strong math aptitude; excellent memory; effective management skills; and very good at math.**
- **Graduated in the top 66% of my class.**
- **I worked as a Corporate Lesion**





**Well placed and well-trained  
employees are as much as 400%  
more effective**

---

**Self-aware** employees  
function better individually and  
within teams and can add  
significantly to the bottom-line

**Most Of Us Have Jobs That Are Too Small For Our Spirits**

**Studs Terkel**





# Employee Satisfaction

---

## **The Economic Model of Why Long-Term Employees Create Value**

1. Reduce Recruiting Investment
2. Training ceases to be a cost and becomes a net benefit
3. Efficiency - increased experience = increased efficiency
4. Customer Selection - better at finding and recruiting the best customers

(from the book, The Loyalty Effect by Frederick Reichheld)





# Employee Satisfaction

---

## **The Economic Model of Why Long-Term Employees Create Value**

- 5. Customer Retention - create higher customer loyalty
- 6. Customer Referral - employees can be source of referrals
- 7. Employee Referral - often generate high caliber applicants

(from the book, The Loyalty Effect by Frederick Reichheld)





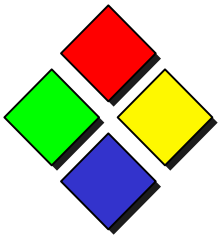
# Employee Satisfaction

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**"We have strong evidence that a 10-15% increase in the scores given by employees to the elements of employee satisfaction will cause a 42 point increase in financial performance."**

**David Maister**





# Employee Satisfaction and Profitability

---

## Franchise Operation

Chick-Fil-A determined that 78% of its restaurants with customer satisfaction scores higher than the chain average also had employee satisfaction scores higher than the chain average.

(from the book, The Service Profit Chain by James Heskett)





# Employee Satisfaction and Profitability

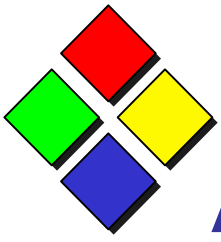
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## Franchise Operation

Taco Bell identified that the 20% of the stores with the lowest turnover rates enjoyed double the sales and 55% higher profits than the 20% of restaurants with the highest employee turnover.

(from the book, The Service Profit Chain by James Heskett)





## **Actual Lines from Resumes**

---

- **Served as assistant sore manager**
- **I can drive heavy duty equipment and trucks up to 25 feet without getting lost**
- **Education: Graduated from predatory school with honors**





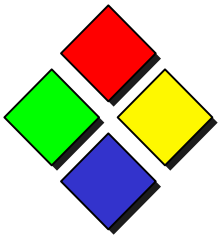
# Building a Strengths-Based Organization

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**What kind of business do you see  
for yourself.**

**Paint The Picture**





# COACHING

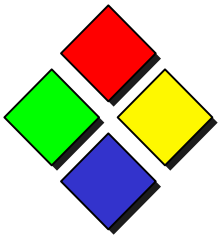
**Executives and managers are discovering how coaching can expand people's ability to take effective action and make it possible for individuals to succeed in areas where they are currently ineffective.**

Research from Case Western Reserve University's Weatherhead School of Management:

**The impact of coaching can last seven years vs. seminar-heavy schooling which usually vanishes within a few months.**

hospital





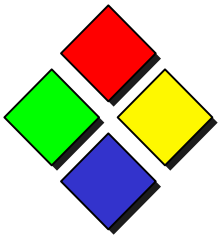
# COACHING

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**EVEN WORLD CLASS  
ATHLETES NEED A COACH**

List All The Reasons Why An Entrepreneur  
Might Need or Want Professional Coaching





# COACHING

## ROI FOR COACHING

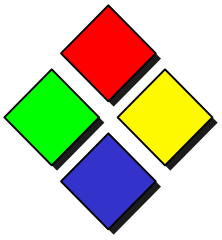
❖ Dr. Merrill C. Anderson did a study several years ago for a Fortune 500 firm.

Determined the business benefits and return on investment for an executive coaching program.

❖ Found that coaching produced a 529% return on investment and significant intangible benefits to include the accelerated development of their next generation leaders.

In one 2004 study, executive coaching at Booz Allen Hamilton, the business consulting firm, **returned \$7.90 for every \$1 the firm spent.**





# What You Focus on Grows

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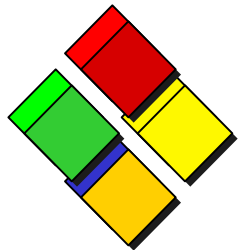
**Don't want**



**Want (goal)**





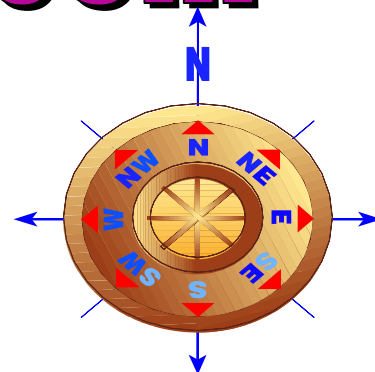


# ENTREPRENEURS

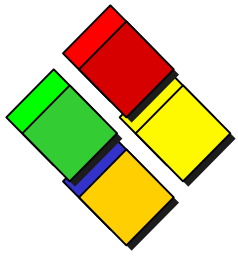
To Learn More, Go To:

[www.coremap.com](http://www.coremap.com)

[www.spectracomm.com](http://www.spectracomm.com)

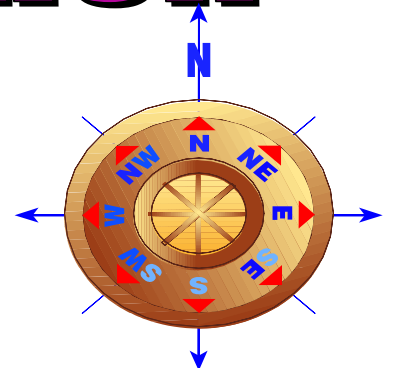




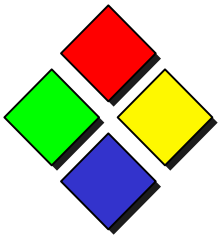


# ENTREPRENEURS

**Help Yourself  
By Building  
A Strengths  
Based Organization**







## Actual Lines from Resumes

---

- **Thank you for your consideration.  
Hope to hear from you SHORTY!**
- **It's best for employers that I not work  
with people**
- **I have a bachelorette degree in  
computers**